

TARGETED WEB PAGE REDIRECTION

ABSTRACT

The present invention provides redirection for a web page request for an old
5 URL received at a web server. In an embodiment, a web page request from an end-
user is redirected to a Common Gateway Interface ("CGI") script for handling the
web page redirection. In an embodiment, the CGI script includes a routine for
matching an old URL to a new URL provided in a lookup table. In an embodiment,
each web page of an old URL has a corresponding new URL such that an end-user
10 trying to access a web page using an old URL is always directed to a corresponding
new web page, or to a relevant page if a corresponding new page does not exist. In
another embodiment, a customized message may be associated with a match between
an old URL and a new URL, and the customized message may be displayed prior to
redirection.

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